

**PRAGMATIC ANALYSIS ON THE LANGUAGE EXPRESSION USED  
IN SUPER-T T-SHIRT**



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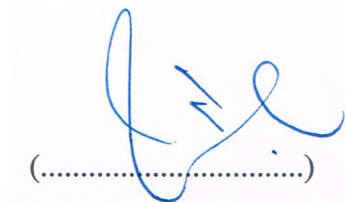
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# AN ANALYSIS OF PRAGMATICS ON SENTENCE IN SUPER T T-SHIRT

by

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## Abstract

*This research aims at describing the locution and illocution act from sentence and language used in SUPER-T T-SHIRT and describing the purposes of locution and illocution act from utterance of sentence used in SUPER-T T-SHIRT.*

*This research applies descriptive qualitative method. The object of the research are written form, which can be found from SUPER-T T-SHIRT. The data in this research are written form used in SUPER-T T-SHIRT. The data source in this research is language form found in SUPER-T T-SHIRT. The data in this research are analyzed by using descriptive qualitative method and the writer uses non-statistics analysis to analyze the data. The writer conducts the data analysis with the following procedures: Present data by analyzing the meaning utterances of the text of locution and illocution on SUPER-T T-SHIRT.*

*The result shows that (1) sentence give representative utterance from SUPER-T TSHIRT is 16 sentences and (2) sentence give persuasive utterance from SUPER-T TSHIRT is 14 sentences. The finding from sentence show representative utterance is 53,3% from the calculate  $\frac{16}{30} \times 100\% = 53,3\%$  and sentence show persuasive utterance is 46,7% wiht the calculate  $\frac{14}{30} \times 100\% = 46,7\%$ . The illocutionary act find on sentence in SUPER-T T-SHIRT are representative utterance and persuasive utterance*

**Key words:** *locution, illocution, representative, persuasive*

## A. Introduction

**Background of the Study:** Language is a communication tool in the form of a symbol system sounds generated tool people said. As the writer knows, language consist of words or set of words. Each one has a meaning, that is the

relationship between the word as an abstract symbol with the object or concept represented by that set of words or vocabulary, in addition to a system of individual psychological development in a context of inter-subjective or a form of thinking that can be understood, in touch with reality, and has a shape and a logical structure and the most prominent distinguishing feature as the language of any social group as a whole felt different from other groups.

Understanding the language needs a context, and the context finds in various places such as contained in the writing on the shirt. And to understand the context and language are needed the pragmatic science.

Morris (1960) states that pragmatics is a dicipline that studies the use of sign, which can be defined specifically as a way people use sign language and how sign language is interpreted. Austin (1962:5) also states that speech act is expression of the language that can be used to performs actions through connotative and performative utterances. In the t- shirt there are many kinds of example of sentence, but here the research will do this research to verifty the theory or previous study and to find new phenomena that may appear in newest linguistics words especiallyit is about finding example of many t-shirt. According to phenomena above, the researcher will take this research entitles AN ANALYSIS OF PRAGMATICS ON SENTENCE IN SUPER T T-SHIRT. Based on the background, the researcher emphasizes this research on two problems statements, as the following: 1) What are the locution and illocution act from sentence and language used in SUPER-T T-SHIRT ? and

2)What are the purposes of locution and illocution act from utterance of sentence used in SUPER-T T-SHIRT?, the research has following objectives:

1) To describe the locution and illocution act from sentence and language used in SUPER-T T-SHIRT and 2) To describe the purposes of locution and illocution act from utterance of sentence used in SUPER-T T-SHIRT.

## **B. Underlying Theory**

### **1. Notion of Pragmatics**

Pragmatics consists of academic field of linguistics study which talks about a language structure as items to communication both speaker and listener and any other as a signals references language on conversation.”Verharr J.W.M (2006:14).

Dascal (1983:43) said that “he has not hesitancy that pragmatics must be correlated with psychology.’ Mey (1993:89) states in correlation to reference that:“We are agreeing here a problem that is basis philosophical, but which has heavy impact both theory of linguistics and for used of language; hence, reference is also a pragmatics problem”.

Green (1996:1-2) explains that, “Pragmatics is the shapes of number areas within and correlated of cognitive science: not only linguistics, cognitive psychology, culture, culture anthropology, and philosophy (logic, Semantics, action theory, but also sociology (interpersonal dynamics and social convention) and cleverness more to its region.

### **2. Kinds of Pragmatics**

Pragmatics consists of five parts:

**a. Presupposition**

Levinson (1983:31) states that preposition refers to linguistic test for presumption is that of substitution. The presumption is information which can get by substituted items. While Yule (2006:117) defined presupposition as what a speaker (or writer) assumes is true or know by a listener (or reader). So from definition above can concluded, “presupposition is an implicit assumption about the world or background belief relating to an utterance whose truth is taken for granted in discourse”.

**b. Implicature**

According to peccei (1999:30) “Implicature is infrences that cannot be made from isolated utterances. They are dependet on the context of the utterance and shared knowledge between the speaker and the hearer”. Language had its own natural logic. Natural logic allows for certain things to be implied beyond those which are obviously stated. So from definition above can concluded, “implicature is an alternative to implication which has additional meanings in logic and informal language”.

**c. Deixis**

According to Yule (2006:115) dexis is bits of language that we can only understand in terms of the speaker’s intended meaning, such us tommorow and here. So from definition above can concluded, “deixis

is Words or expression meaning believed to be a feature to some degree of all natural languages.

**d. Entailments**

Yule (1996:25) states that entailment is logically follows from that utterance. One-way entailment means is sentences are not true paraphrasing. And two-way entailment means is the sentences are paraphrase. So from definition above can concluded, “entailments is something that logically follows from what is asserted in the utterance.

**e. Speech Act**

Speech act theory is a language processes which can be used to perform action through its connotative and performative utterances. It is technical terms by Austin in idea of language as speech act theory. According to Yule (2006:118) defined speech acts as the action performed by a speaker with an utterance. Peccei (1999:47) also says that:Speech acts can be analyzed on three levels: *“the locution (the words the speaker uses)”*, *“the illocution or illocutionary force (what the speaker is doing by using those words)”*, *“the perlocution (the effect of those words on the hearer)”*.

**3. Speech Acts Theory**

This section the writerdiscussed about notion of speech act and classification of speech act.

**a. Notion of Speech Acts**

Austin (1962:5) states that speech act is expression of the language that can be used to perform actions through connotative and performative utterances. It can also be said that “speech act is a technical term in linguistics and the philosophy of language”. Speech acts also can describe to get intention the meaning intended by the speaker.

#### **b. Classification of Speech Acts**

Austin (1975:109) gives three classifications of acts that are locutionary, illocutionary and perlocutionary act.

- 1) Locutionary act (locution) is the real form of what utterance is uttered by speaker. It is product which meaning is directly derived from the utterance. Or locution also the actual/literal meaning of the utterance. For example:

*A father in the dining room speaks to her son: “Stop eating those snacks, or I’ll take them away”.*

Locution: A father tells his son to stop eating those snacks, or he will take them away.

- 2) Illocutionary act (illocution) deals with deeper meaning of utterance. It focused more on the intention of speaker by saying the utterance. Or illocution also the meaning intended by the speaker. For example:

*A father in the dining room speaks to her son: “Stop eating those snacks, or I’ll take them away”.*



Illocution: A father threatens his son that he will take all the snacks away, if his son dose not stop eating those snacks

3) Perlocutionary act (perlocution) is the actual result acted by addresser from the utterance spoken by speaker. In another word, perlocution can be defined as hearer's reaction. It is the effect of the utterance on the hearer and others. Or perlocution also the effect of the utterance to ward the listener. For example:

*A father in the dining room speaks to her son: "Stop eating those snacks, or I'll take them away".*

Perlocution: The son stopped eating those aweets, because he was afraid of his father (it depends on the real worlds).

There are five points of illocutionary/perlocutionary:

- a) *Declarative* is a kinds of speech act that change the world via the utterance. The speaker should have institutional role in community and it should be delivered in specific context.
- b) *Representative* is states what the speaker believes to be the case or not. Commit the speaker to the truth of the expressed proposition, it includes: assertion, conclusion description.
- c) *Expressive* is a kind of speech act that expresses the speaker's psychological state (feeling and attitude).

d) *Commissive* is a kind of speech acts that the speaker use to commit themselves to some future actions.

e) *Directive* are those kinds of speech acts that the speaker use to get someone to do something.

### **C. Research Method**

Research method that is applied on this research is a descriptive qualitative method. It is a kind of method which is conducted by collecting data, analyzing the data and drawing conclusion without making generalization. The object of the research are language form used in SUPER-T T-SHIRT. The data in this research are phrase, clause, sentence found in SUPER-T T-SHIRT. The data source in this research is language expression found in SUPER-T T-SHIRT.

The method of collecting data is documents method, with the following steps: 1) Collecting writings on SUPER-T T-SHIRT. 2) Rewriting all sentence on the SUPER-T T-SHIRT. 3) Classifying the data. 4) Coding the data. The data in this research are analyzed by using descriptive qualitative method and the writer uses non-statistics analysis to analyze the data. The writer conducts the data analysis with the following procedures: 1) Classifying locution and illocution used in SUPER-T T-SHIRT. 2) Determining the category of phrase, clause, and sentence in SUPER-T T-SHIRT.

## **D. Research Finding and Discussion**

### **1. Research Finding**

#### **a. The Language Form Used in SUPER-T T-SHIRT**

The writer analyzes the data of *SUPER-T T-SHIRT* by the theory of linguistics form, then, he finds the language form on the data as 3 parts. There are phrase, clause, and sentence.

**017/P17/ST (Right to dream)**



The expression “Right to dream” is included into phrase category of the language form. Because it doesn’t contain the subject or the predicate, it is a preposition phrase which described by combining the preposition (to) and object (right, dream).

**005/P5/ ST (JUST BECAUSE I'M SMART)**



The expression “*just because I’m smart*” is included into the clause category of the language form. Because it is a sub-clause that is functioned to explain the verb or adjective or adverb in the main clause. It is marked by the word “because” so it is an adverb clause.

**009/P9/ST (EVERYTHING BEGIN FROM THE FIRST STEP)**



The expression “*everything begin from the first step*” is included into sentence category of the language form. It contains the subject

(everything) + predicate (begin) + complement ( from the first step).

So it is the declarative sentence.

The writer finds 6 data or 20% as the phrase category of the language form, 2 data or 6.67% as the clause category of the language form, and 22 data or 73.33% as category of the language form used in SUPER-T T-Shirt.

**b. The Lucotions and Illocutions Act from Sentence and Purpose of Illucotinary Act from Sentence in SUPER-T T-SHIRT**

The writer describes the lucotions and illocutions act from sentence in SUPER-T T-SHIRT, and classify purpose of illucotinary act from sentence in SUPER-T T-SHIRT.



From the example in T-SHIRT above, it can be analyzed on the locution of this T-SHIRT is “YOU ALWAYS HAVE A CHOICE” and the

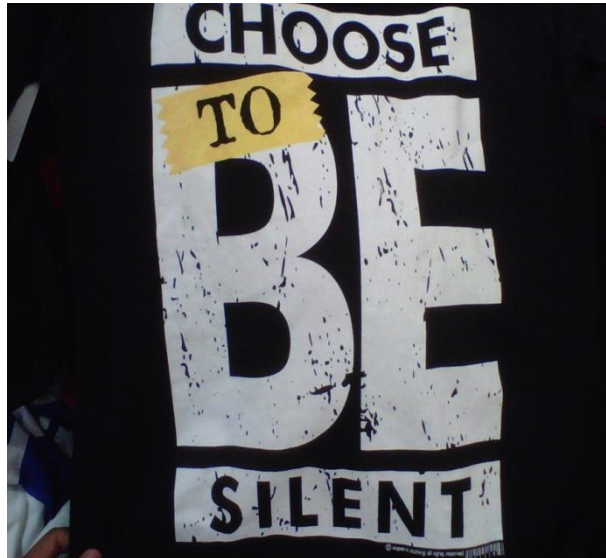
illocution of the sentence in this T-SHIRT, the means of the sentence is that the original writer wants to indicate to the readers and the users of the T-SHIRT that every persons has a choice to enjoy their life. They also have to choose the best way of life according to ourselves andan option that is no good and bad, it just like where they are going to use the option to go life better than before.

So from the research sentence in SUPER-T T-SHIRT above, the result is the sentence is representative utterance.



From the example in T-SHIRT above, it can be analyzed the locution of this T-SHIRT is "IT'S ALL ABOUT ME" and the illocution of the sentence of the T-SHIRT is, the means of the sentence is that the original writer wants to show to the readers and users that the picture or the sentence explains the description of himself and tells to the others about nature, life, behavior of the wearer's shirt as if he was, this is the real me, I am is me and not someone else.

So from the research sentence in SUPER-T T-SHIRT above, the result is the sentence is representative utterance.



From the example in T-SHIRT above, it can be analyzed the locution of this T-SHIRT is "CHOOSE TO BE SILENT" and the illocution of the sentence of the T-SHIRT is, the means of the sentence is that the original writer wants to describe for the readers and the users of T-SHIRT that silence does not mean completely silent, silence can be meant to think, to imagine and to concentrate for observing something that could make us interested. It is better to be silent than speak more and more that invite us to do something bad. Silence can also create calms, calm for thinking, and also calm for making decision.

So from the research sentence in SUPER-T T-SHIRT above, the result is the sentence is representative utterance.

## **E. Conclusion**

Based on the research finding and discussion, finally the writer gets some conclusion:

### **1. The Language Form Used in SUPER-T T-SHIRT**

The Language form used in SUPER-T T-SHIRT is divided into three part. There are phrase, clause, and sentence. The result of these are 6 data or 20% as the phrase category of the language form, 2 data or 6.67% as the clause category of the language form, and 22 data or 73.33% as category of the language form used in SUPER-T T-Shirt.

### **2. The Lucotions and Illocutions Act from Sentence and Purpose of Illucotinary Act from Sentence in SUPER-T T-SHIRT**

The speech act category is divided into the two kinds of speech act categories. There are persuasive utterance and representative utterance. The result shows 15 data or 50% as the representative utterance and 15 data or 50% as the persuasive utterance.

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